

<<儒家思想与中国商务>>

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前言

James McGregor says in his 2005 book *One Billion Customers*: "[i]f you think about the last decade of China's economic and social development in terms of comparable changes in the history of the United States, you can feel the wind on your face." This is a vivid description of the high speed that characterized the economic and social development in China since the economic reform started in the late 1970s. I am fortunate to have witnessed the drastic changes in China in the last three decades. In 2004, I began to give lectures to executives and business students from all over the world. I see how eager they are to learn about China and how easily China is misunderstood. This small book in front of you originates from the lectures that I have been delivering to foreign executives and MBA/EMBA students at Beijing International MBA at Peking University ( BiMBA ). As there is already so much literature on doing business in China, instead of telling you WHAT and HOW, I will be more focused on WHY. The Chinese civilization has existed on this land for several thousand years. It is a mistake to neglect the uniqueness of its culture when doing business in China, and it is difficult to really understand the present-day business practices without appreciating its history and culture. I believe, with better knowledge of the rationale behind the business practices in China, you can better appreciate those practices and make your own judgments.

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内容概要

A book that connects business with culture , the present with the past , and the world with China. As there is already so much literature on business practices in China , instead of telling you WHAT and HOW , this small book is more focused on WHY. With better knowledge of the rationale behind the business practices in China , you can understand those practices better and make better decisions. By ushering you to Confucianism , the dominant school of thinking in Chinese history , this book can also help you to have better understanding of Chinese people and their way of thinking and behaving in general , and help you reduce your frustrations and anxieties in doing business in China.

#### 作者简介

Tony Q. Liu Liu Qian (Tony Q. Liu) has been giving lectures to foreign MBA students and executives at Beijing International MBA (BiMBA) at Peking University for five years. He is now in charge of the International Programs Department of BiMBA. Prior to BiMBA, Tony was in foreign trade business for more than 10 years. Graduated from English Department of Beijing Foreign Studies University in 1990, Tony received his MBA from Fordham University, New York City, and is a doctoral candidate in the School of Humanity and Social Science, Beijing Language and Culture University.

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章节摘录

插图：The value of an individual is not as important as that of group harmony in China. In the collective way of life here, interpersonal relations ( guanxi; we will discuss this concept in more details in the next chapter ) are so important for Chinese people, that sometimes, to be accepted by one's colleagues or people close to oneself and to have a good name among them is a primary goal of life. The importance of a good name even outweighs one's personal achievements. To a Chinese, what Yao Ming did is just a natural and friendly gesture. Practices like this were part of the breeding of a Chinese from childhood. For thousands of years, the overwhelming majority of Chinese were farmers. Now China is leaping into the information age, surpassing the agrarian age and industrial age. With the new wave of urbanization, the proportion of farmers in China is reducing dramatically. An official from the Statistic Bureau predicted that by 2015, more than half of the Chinese population will live in cities. However, agriculture remains a top concern of the government. For many years, the "Number One Document" of the Central Government issued right after the New Year is always addressing issues on agriculture. In 2007, some people's representatives ( China's equivalent of congressmen ) moved to create a Farmer's Day in order to recognize and emphasize the importance of the farmers. Historically, the agrarian society in China shaped China's culture, from values and beliefs to its political system. This agrarian feature is not only exhibited in the behavior of common Chinese, but also pervades the mainstream thinking of Chinese people, Confucianism.



编辑推荐

《儒家思想与中国商务》：Tony Liu connects China's rich Confucian culture, values and tradition with contemporary Chinese business behavior. He provides a context for business practices that can baffle the typical western executive and the concepts that will provide hours of productive conversation with Chinese business partners. A good read for aspiring and old China hands. Michael Barbalas President, American Chamber of Commerce, China An effective business implementation must take local culture into consideration. I am excited to see variety of aspects of the traditional Chinese culture addressed in this book which unveils the complex link between culture and business. I totally agree with the author not to jump into quick generalizations and conclusions about business practices in another cultural setting, but to strive for effective implementation. Daniel Shih, PhD Deputy Chairman of Stella International Holdings Limited Former President of Motorola China Fomer Chairman of PepsiCo China

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